

THE KAUFMANN STORE

Kaufmann & Company,
Cor. 4th Broad Sts.
Richmond, Va.

Sunday, April 12, 1914

"To speak truly of the store and of its merchandise" is the rule of our publicity.

Any of the articles offered may be ordered by mail or by telephone. Call Madison 984.

Honesty is the Best Policy—Said Benjamin Franklin

He was right. At least it has paid in our business, and so far as we can judge, it has paid in other lines of endeavor also.

When we started business years ago we began by being honest in everything—in what we told our customers about the merchandise we sold them—in the prices at which we sold it—in our advertisements. And we have gotten results—big results—through this policy; so aside from the moral question involved we are going to continue it.

When we advertise an article you can always depend that when you come to the store the thing told of will be here without excuse or explanation.

And when you do come we will take pleasure in showing fresh, dependable merchandise—we exclude the kind that has been mauled and hauled over.

(Signed)

Kaufmann & Co.

April 12, 1914.

Paris-Inspired Spring Blouses

And who can add a tiny ribbon there or a new kind of button here, with the unfailing chic of the French? Here are a hundred new blouses—every one of them cut on the newest lines—every one so dainty that you will consider the prices small. And such distinctiveness, too.

Delicate creations of imported Georgette Crepe, crepe and chiffon cloths, pretty crepe de chine and other imported materials, all in the very latest shades and colors. Many are trimmed with lace and embroidery. All are moderately priced at \$5.50, \$5.00, \$4.00 and \$3.50.

An Exhibit of Pattern Hats

We beg to announce that following our usual custom, we will place on exhibition in the Main Millinery Salon, on the second floor, on Tuesday and Wednesday of this week a notable and interesting collection of Pattern Hats. Many of these are original importations. A few are creations designed in our own work rooms.

Our Millinery Revue

The aftermath of Easter will usher in many new and chic creations. The "Dolly Varden" effects will continue to hold full sway, however, in the Poke and many of the Bandeau shapes.

Popular Shades

We announce that Madonna Blue, Citron and Leghorn will be among the most popular shades, while the all-black chapeau for tailored or dressy wear will be absolutely correct at all times.

New Shapes

There is no indication thus far that the popularity of the Bandeau, Watteau or other of the seasonable shapes is waning. The Sailor, however, is growing rapidly in favor, and after all, seems to be as practical and dressy as most of the others. Small medium hats, with close-fitting effects, will continue to be the rage. Happily none of this season's models even border on the extreme, while pretty, tasteful color combinations have made this Spring an epoch in millinery annals.

Party or Utility Boxes

Something new from Paris, wrought in crease leather and daintily fitted with powder box, perfume bottles, memo pad and pencil and smart comb; all fittings are in French gilt. They come in navy, purple and black; modestly priced at \$5.00.

Vestettes

One of the latest Persian novelties, suitable to be worn with waist or dresses. These vestettes are made with two pockets and are finished with fancy buttons. The back is sheered on an elastic band, so as to fit any figure. In navy, Dresden and black, \$3.98.

Other styles made in imported silks, in flowered and moiré effects, in gold, white, green and the Dolly Madison colors. These are priced from \$5.00 to \$7.98.

How to Darken Gray Hair

By a Specialist.

A very satisfactory preparation which darkens gray hair and acts as a corrective agent for dandruff and other diseases of the scalp can be made at small expense and in your own home by dissolving a small box of Karbo Compound in 7 ounces of water and then adding an ounce of bay rum and a quarter ounce of glycerine. Any drug store can furnish these ingredients. This is to be applied once a week until the hair is sufficiently darkened, then every two weeks to keep the hair soft and glossy and the scalp in a healthy condition. It may be used with equal success in darkening the beard. This is a preparation that gives splendid results, both as a hair darkener and a remedy for all scalp disorders, and is well worth a trial. You will find it far superior to the ordinary store preparations and much less expensive. Advertisement.

Spring Suits With Real Distinctiveness

In the Suit Section, on the second floor, they are offering some really fashionable suits at prices much lower than was intended. Several new styles have been received, among them a copy of a Bernard model in Silk Poplin, with loose fitting coat with butterfly sleeves trimmed with moiré. The newest effect is found in the Russian tunic skirt. This suit comes in all colors, and has been priced at \$37.50.

Another Dressy Suit of Moiré, with smart short coat, finished with a ruffle on bottom; the skirt has a short tunic and is trimmed to match; in all colors. This suit was \$27.50, but has been marked at \$18.50.

Some Suits in silk faille, taffeta and moiré—there are ten real dressy models to choose from. In all colors; were \$35.00, now \$22.50.

A Smart Suit of serge, also made up in shepherd checks; has a straight cut coat trimmed with buttons. The collar and cuffs are of black moiré. This model will be found suitable for both large and small figures; a \$35.00 value for \$25.00.

Stylish Suit of silk faille, with revers and standing collar of Roman stripe; silk trimmed, glass buttons to match; all colors; a \$37.50 value at \$29.50.

The same model in moiré if preferred.

Paul Jones and Mar Hof Middy Blouses

Just the thing for school. We have a fresh assortment that will interest every young girl.

Paul Jones Blouse, of white galatea, flannel collar and cuffs, trimmed in white braid, 6 to 20 years, \$1.00.

Paul Jones Middy, with new ragland sleeve, with emblem; made of galatea. All white, or with red or navy collar and cuffs; 6 to 20 years, \$1.50.

Paul Jones Middy Blouse, of galatea, with laced front and sides; braid and emblem trimmed; all white, or white with red or navy collar, \$1.98.

Mar Hof Middy, of galatea, deep yoke back and front; all white or with navy collar, \$1.00.

Mar Hof Middy, of galatea, with flannel collar and cuffs; trimmed in braid, emblems and ratings of rank, \$3.50.

Skirts to be worn with middie blouses; puffed or gored. In white or navy galatea, \$1.00 and \$1.50.

Plaited and Gored Serge Skirts, \$5.00.

Middy Blouse to match serge skirt; trimmed in braid and emblems, \$5.00.

Correct Coats for Girls and Young Women

Here are some new Balmacaans that have just come in. Our buyer said when he told us about them, "I want to give our patrons just a little better quality and style in these coats than they can find elsewhere at the price." He has succeeded.

A Balmacaan Coat of English Salt and Pepper Mixtures, with slash pockets and soft rolling collar that can be buttoned high up around the throat. Specially priced at \$7.50.

Novelty Basket Weave Coats, in tan and white, rose and white, Copenhagen and white, with gathered effect at side that throws the flare to the back. With invertible collar and turn back cuffs, \$10.00.

A la Spirite Corsets

Many smart women have found that made-to-order corsets are an unnecessary luxury when C. B.'s are obtainable.

There are in all over 240 different C. B. styles, each skillfully designed to mould its particular figure into graceful lines. We have most of these in stock. Should your figure require a model that we do not carry, we will be glad to order it for you.

Model with low bust, extra long hip, extension back, graduated front clasp, made of Alexandria Cloth, double bone, hose supporters front and sides, trimmed with wide Barmen edging. For stout figures. Sizes 18 to 36, \$1.00 per pair.

Model with short top, hip confiner, extra long hip, long back, made of Coutil, double bone, hose supporters front and sides, trimmed with wide Swiss edging. For medium and stout figures. Sizes 18 to 30, \$1.50.

Model with low bust, extra long hip, extension back, made of Coutil, double bone, graduated front clasp, rubber gored inserted in back, hose supporters front and sides. For stout figures. Hook. Sizes 18 to 36, \$2.00 a pair.

Debutante model. Very low bust, extra long hip, extension back, made of Coutil, boned lightly, cut away short in front for dancing, hose supporters attached, trimmed with lace. For slender figures. Sizes 18 to 28, \$3.00 a pair.

Another model with low bust, extra long hip, extension back, made of Coutil, elastic gored inserted in back, trimmed with lace and baby ribbon, three pair of hose supporters attached. For medium and stout figures. Hook. Sizes 18 to 36, \$3.50.

Every woman will be interested in the Richmond Manufacturers' Exhibit. Be sure to see it, and especially the exhibit of the Dunlop Mills.

MISS WILLIAMS ENGAGED



Miss Margaret Glass Williams, the lovely young daughter of Captain Thomas Neal Williams of "Wayside," near Danville, whose engagement is announced today to Howard Randolph Gano, of Petersburg. The marriage will be a brilliant event of the early summer season, and is to take place in June.

Social and Personal

Today is Easter and, the weather permitting, the feature of the day, so far as smart society is concerned, will be the annual "promenade up Franklin Street," after the morning services at the churches. Many fascinating spring gowns will be in evidence, and the beautiful women, lovely dresses and fetching bonnets will be the main topic of conversation everywhere. Following a Lenten period, that has been anything but quiet and uninteresting, society will again take up the threads of entertaining, and many brilliant affairs will be given this week. The younger society set, as usual at the holiday times, will come in for a large share of attention, and numerous affairs have been planned for their pleasure.

There are to be several big dances and afternoon functions, and the largest of these is to be the reception at the Governor's Mansion on Friday evening, which the Governor of Virginia and Mrs. Henry C. Stuart are

giving in honor of Mr. and Mrs. Martin Wiley Littleton, of New York.

Several church weddings of note will engage the attention of fashionable society, and a brilliant company of guests and relatives will attend the marriage of Miss Abston Drake, daughter of Mr. and Mrs. James Hodges Drake, and James McCosh Cecil, son of Dr. and Mrs. Russell Cecil, which is to take place to-morrow evening at 6:30 o'clock, in Park Place Methodist Church. The bride-elect is a lovely young girl and made her debut here two winters ago. She has chosen a bevy of pretty girls as her attendants, and their costumes for the wedding will be very striking and quaint. Several affairs have been given for the bride party, Miss Virginia Chesterman entertaining at a luncheon yesterday at the Country Club, and S. T. Morgan, Jr., and Carl Fleming giving a dinner at the club yesterday evening.

Among the other affairs of interest to take place this week will be the

Colonial ball at Williamsburg, in which a large contingent of Richmond people will take part.

Mrs. William E. Massie and Miss Mary Williams are giving a luncheon at the Commonwealth Club on Tuesday at 2 o'clock, and on the afternoon of the same date Miss Dorren Fitz Gerald will entertain the younger society set at the Country Club.

Mr. and Mrs. A. D. Williams will be hosts Monday afternoon at a dance at the Country Club in honor of their cousin, and the younger society set has been invited. Mr. and Mrs. Horace Hawes will give a dance Tuesday night at the Country Club.

On Wednesday Mrs. William H. White, of 806 West Franklin Street, will give a buffet luncheon at her residence, and Wednesday evening, from 7:30 to 12:30 o'clock, there will be a large dinner-dance at the Westmoreland Club, which will be one of the biggest social events of the week. Many tables have been reserved in advance, and there will be dancing in the sun-parlor.

Another interesting event of Wednesday will be the marriage of Miss Jessie Overton, daughter of Mr. and Mrs. William Upshur Keaton, of "Norwood," and Dr. Harold James Gibby, of Pittsboro, Pa. The ceremony will be performed at St. Stephen's Episcopal Church at Westhampton and a reception will be held later at the Country Club.

Mrs. Stuart will resume her at-home at the mansion on Thursday afternoon. Thursday evening Edgar E. LaFerty, Jr., will be host at a dance at the home of his parents, Mr. and Mrs. E. R. LaFerty, 2306 Monument Avenue, from 8:30 to 12 o'clock.

Wednesday evening from 10 to 1 o'clock at the Jefferson Hotel, Mrs. Mary Pace Grover and Mrs. R. W. Hawkesworth will direct a supper dance with special dancers from New York and contest dances with prizes for those taking part. Thursday afternoon at the Jefferson they will direct a "the dansant."

The marriage of Miss Dallas Chesterman Lee, daughter of Mr. and Mrs. Arthur Weller Lee, of West Chase Street, to Kenneth Peter Paul Medeiros, U. S. N., will be celebrated Saturday afternoon at 6:30 o'clock at the Second Presbyterian Church. It will be a fashionable event, and a large company of guests will witness the ceremony. Miss Mary Meek will be the bride's maid of honor.

Prominent Engagements.
Captain Thomas Neal Williams, of "Wayside," near Danville, announces the engagement of his daughter, Miss Margaret Glass Williams, to Howard Randolph Gano, of Petersburg, son of John S. Gano, of Pattenburg, N. J., the wedding to be celebrated some time in the month of June. Miss Williams is a niece of Judge Samuel W. Williams, former attorney-general, and Mrs. David T. Williams, of Richmond, and Judge Martin Williams, of Petersburg, and also a cousin of James R. Pace and Thomas D. Neal, of this city. She has visited in Richmond on several occasions, and has been much admired here for her beauty and charm of manner. She is a member of one of the oldest and best known families of the State, being a great, great granddaughter of General Joseph Martin and Captain James Martin Williams, both of Revolutionary fame, and is a member of the Dorothy Henry Chapter, D. A. C.

Mr. Gano is a grandson of Isaiah Fritts, of Clinton, N. J., and great-grandson of the renowned American pioneer, Frederick Fritts, of Germany, and grandchild of the noted chemist, Steynets, of Holland. Both bride and groom are widely related, and their wedding this summer will be an important and interesting social event.

For Miss Dawson.
One of the prettiest affairs of the season was the reception dance given yesterday from 5 to 8 o'clock by Mrs. Luther Dawson at her home, 9 East Franklin Street, in honor of her niece, Miss Catherine Dawson, of Charleston, W. Va., who is spending the Easter holidays here. The drawing-rooms were decorated in palms and bay trees, interspersed with pink roses, and the dining-room was done entirely in daffodils. A huge swan, filled with yellow blossoms and caught with tulle bows, was arranged in the centre of the table, and crystal baskets of the same lovely flowers completed the decoration for the table. Yellow blossoms banded the mantles, and the candles were also shaded in gold. An orchestra played for the dancing, and about seventy-five members of the younger society set were present.

Mrs. Dawson received with the guest of honor, and Misses Bertie Pleasant and Katherine Gordon, and Mrs. St. George Bryan and Miss Elizabeth Hotchkiss assisted in the dining-room.

Easter Egg Hunt.
Mr. and Mrs. John B. Swartout will be hosts at a lovely Easter egg hunt to-morrow afternoon at 4 o'clock on the lawn of their country place, near Barton Heights. It will be an outdoor affair, and 125 children have been invited to meet Mr. and Mrs. Swartout's small son, John B. Swartout, Jr., and their nieces, Misses Bertie and Margaret Freeman.

Cabaret Dinner Dance.
One of the biggest social events of Easter week will be the cabaret dinner dance given in the ball-room of the

Jefferson Hotel to-morrow evening under the direction of the Girls' Auxiliary to the Belle Bryan Day Nursery. Many tables have been reserved in advance, and several hundred guests will be in attendance that evening. The committee for the arrangement of this fashionable charity function include: Tables, Mrs. Blum M. Smith; advertisement, Misses Nora Randolph, Virginia Whiteley and Nannie Patton; press, Miss Zayde Branch and Mrs. T. Croxton Gordon; cabaret, Mrs. Branch, Mrs. Gordon and Miss Randolph; music, Miss Helen Rose, flowers, Mrs. Nelson Steele, Miss Elsie Lindsey and Mrs. Frederic Scott Campbell; patronesses, Misses Isabelle Christian, Elizabeth Cooke and Virginia Christian; tickets, Mrs. Douglas Vanderhoof; floor, Misses Randolph, Daisy Boykins, Helen Adams and Elizabeth Farragut; doorkeepers, Miss Isabelle Carter and Mrs. T. C. Gordon; soda water, Miss Lena Miller; Miss Virginia Whiteley and Miss Zayde Branch.

Bell Day.
Another leading charity event of this week will be Bell Day for the Virginia Home for Incubables. Bell Day is an annual affair, and takes place this year on Wednesday, when every citizen of Richmond is asked to purchase a bell for this cause.

At the Woman's Club.
Mrs. George Donaldson will be the lecturer at the Woman's Club to-morrow afternoon at 4 o'clock, and a large and interested audience of members and guests will be present to hear her. She is a very clever and delightful speaker, and her subject will be "Dramatists of the Nineteenth Century." Mrs. Donaldson is a daughter of the late Judge Ould, a sister of the famous Miss Mattie Ould, whose beauty and

wit were known the South over, and who was known in literary circles. She is now living in Charleston, West Va., and her visit to Richmond will be the occasion of many affairs in her honor. During her stay here, Mrs. Donaldson will be the guest of Mr. and Mrs. William H. White at their residence, 806 West Franklin Street.

In commenting upon a recent lecture

made by Mrs. Donaldson, the Charleston, West Va., Gazette, has the following to say:

"Mrs. George Donaldson, in a lecture to an audience of women at the Virginia Theatre, paid her respects to the tango, woman's suffrage, the doings of Congress, tariff reform, currency legislation, regulation of trusts, the handling of the Mexican situation, the antislavery legislation in California, which has caused international complications between the United States and the country of the Mikado, and to President Woodrow Wilson. She also touched on other subjects. Her lecture was on 'Current Events.'"

"Mrs. Donaldson complimented the achievements of President Wilson. She pointed out that he had kept his party's promises, stated that he had earned the unqualified admiration of foremost editors of the country, regardless of political faith, and said that during the battle he had waged on behalf of the people he had stood like a lighthouse in a storm."

"Mrs. Donaldson discussed in full all of the intricacies of the new system of currency reform, and quoted extensively from statistics. In her discussion of the Mexican situation, she explained in detail, closing her lecture with an admonition to all women who love their country to pray that war may be averted."

"The April whist tournament will be held at the club on Friday evening at 8:15 o'clock, with auction bridge as the game. The usual rules concerning the registering of tables and gentlemen partners will be observed."

Petersburg Wedding.
There was a pretty wedding celebrated Thursday evening at 7:30

o'clock at 215 Park Place, Petersburg, the home of Mr. and Mrs. R. Wacksmann, when their daughter, Miss Anna C. Wacksmann, became the bride of Charles P. Whitaker. The bride wore a handsome blue traveling suit with hat and gloves to match, and carried a bouquet of bride roses. The parlors were prettily decorated in spring flowers and palms for the ceremony, which was performed by Dr. Samuel T. Senter, only the immediate families being present.

Mr. and Mrs. Whitaker left immediately for a wedding trip North, and on their return will reside at 18 Cortland Street, Petersburg. The marriage is of much interest here, the groom being a nephew of Mrs. W. E. Thurston, of this city.

Mr. Smith's Address.
Alvin Smith made an address before the "Rotary Club" at Houston, Texas, last Thursday. Mr. Smith is attending the convention of the Southern Supply and Machinery Dealers' Association, of which he is secretary and treasurer.

(Continued On Third Page.)

Smart Easter Shoes

Never in our history have we assembled such a variety of styles, such as collection of satisfying values.

Women's Shoes have never been so fascinatingly pretty, so charmingly varied.

ALL SIZES: TRIPLE A'S TO E'S.

Demi-Glaze Pumps, with twist bow, combination last, assuring a perfect fit, do not gap at the sides, and are kid lined to the toes, assuring comfort; regular \$7.00 value, at \$5.00.

Point Leather Pumps, with flat silk bow, built and lined as the Demi-Glaze Pump, regular \$7.00 value, at \$5.00.

We are offering special for Easter Patent Gunmetal Colonial Shoes, with Cuban heels. A great value at \$4.00.

Bronze Colonial Pumps, with silk back, Louis Cuban heel and bronze buckle. Made of imported French bronze; a \$7 value, for \$5.00.

Adelphi Pumps, the Shoe supreme; a chic, dainty pump for the Easter parade. They will not slip at the heel or gap at the sides. \$7.00 and \$8.00.

Everything that's new and correct in Footwear.

Seymour Sytle
Smart Shoes
11 West Broad St.
La Mianet—The Official Dansant Slipper.

